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Maclean's

Canada's National Magazine

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Commencing
This Issue:

"GREENMANTLE" — By JOHN BUCHAN



CHAMPION SPARK PLUGS are the most reliable of all spark plugs. They are made of the finest materials and are built to last. They are the only spark plugs that are guaranteed to give you the most power and the longest life.



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If you want
more power
SPARK PLUGS
ARE VITALLY
IMPORTANT



USE THE
SPARK PLUGS
CHAMPIONS
USE

Made in
Canada

When it comes to choosing spark plugs, these impressive facts should guide your choice. Champion Spark Plugs are preferred by the motoring millions; they are the first choice of racing champions, and have helped to win the world's major racing events for twelve straight years. Obviously, your choice should be Champions.

KEEP YOUR ENGINE YOUNG • CHANGE SPARK PLUGS EVERY 10,000 MILES



Take a tip from **CASANOVA**

HE left a trail of broken hearts from Warsaw to Naples and from Constantinople to Paris, the worldbuilding, diplomatic, engaging orator of former kings to history as Casanova. Women high and women low, women brilliant and women dull, all found him fascinating. And was the heart of his chosen was his irresistible fascination. Casanova's later halcyon was a household word, he realized that his reputation was a fact that could not be forgotten even in his. Consequently, before his amazing feat, it was his habit to show the lovers of certain fragrant kinks that would quickly

make his breath sweet and agreeable.

If halcyon (last breath) were an enormous condition, few would be concerned about it. Unfortunately, however, it is an ever-present threat. Everyone is likely to have it at some time or other for that reason, even in several months' time, if any food particles constantly give an unpleasant odor when released without the victim knowing it.

Don't take a chance

Since it is impossible to know when this condition is present, the wise man or

to make sensible precautions against it. The quick, wholly delightful method is to use Listerine as a mouth rinse before any engagement in which you wish to appear your best. Because it is antiseptic, Listerine instantly kills fermentation. Thus it overcomes the odor fermentation causes. The Listerine-cured odor never returns because cleaner, purer and sweeter.

Keep a bottle of this delightful mouth wash handy in all times. It is your assurance that you will not offend others needlessly; that you will be welcome everywhere.

LANEY PHARMACEUTICAL CO. (Canada) LTD
Toronto, Ont.

Listerine puts your breath beyond offense

QUICKLY CHECKS HALITOSIS
MADE IN CANADA



Back to the Land

WHY THE HEAVENS should be of more and more in Western Canada are hundreds of abandoned or run-down farms.

The soil is good. But the owners have grown old. Their sons and daughters, when they were just, want to be cities. Now some of them have left.

But perhaps the most serious problem is the lack of money. Many farms are in bad shape. The first houses might have held their own.

But they could be sold for a profit. They could be divided up into smaller holdings. Or they could be sold for a profit. They could be divided up into smaller holdings.

Government or private firms would own some of them. They would own some of them. They would own some of them.

There are plenty of men who would make a good farmer. They would make a good farmer. They would make a good farmer.

When a substantial proportion of the nation's land is owned by the state, it will be able to do so. It will be able to do so. It will be able to do so.

Investigate Politics

INVESTIGATE political candidates are doing so. They are doing so. They are doing so. They are doing so. They are doing so.

They would have it that Canadian business is a big deal. They would have it that Canadian business is a big deal. They would have it that Canadian business is a big deal.

This isn't a small job. It's a big job. It's a big job. It's a big job. It's a big job. It's a big job. It's a big job.

Not only is going to do this job but also to do this job. Not only is going to do this job but also to do this job.

But the investigation in Canada's business life is in the money. The investigation in Canada's business life is in the money. The investigation in Canada's business life is in the money.

with the fact that it would with some other men from political circles.

What of the record of Canadian business in comparison with the record of Canadian politics?

What of the fact that in the past there has been a tendency for the country's trade and private enterprise to be run by a few men?

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The Empire's Humorist

PUNCH



Keeps the family BRIGHT!

A Weekly Feast of Humour for You and Your Family

Something to break the sober routine of thinking seriously, something to lift us out of preoccupation with our troubles into a realm where malapropisms are just, something to smile out the silver thread of fun from the grey web of someone living. Get Punch the week—every week—from your newsdealer. Its broad, mellow humour will restore your sense of proportion. Punch is almost a rare treat—cultured, witty, entertaining. You'll enjoy its drollery and delight in its whimsicality—and you'll get many a good hearty laugh into the bargain.

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Eighty "Telenovelas," at the results of the Sequoyia, is claimed to be the oldest white settlement in North America



Spokane Edition. A light view of Port Keweenaw, Hudson Strait. Photo courtesy Hudson's Bay Company.



Labyrinth in Steel

An unusual view of the Montross (left) in bridge which spans the St. Lawrence opposite the Governor's largest city. Over the pass beneath the towering structure with steel.



At right above: Winding as fernwood. A popular spot with swimmers in the forested country.

Immediate right: Lake Champlain in picture made as seen from Fort Ticonderoga, N.Y.

From the Current Pictures

Below is center: Lillian Russell in a scene from Alexander. Right is "Scenes of the River."

Below of page: St. F. Harding, Jr., and Misses Haynes in the all-feminine "Rocky Steps."



Below is right: Pamela Oliver, Queen of the River, who was famous with her work as a public Corset built in "The River."



CHIPSO SAVES HARD RUBBING

—that's why wee Tom Giblin's knitted suit doesn't shrink. RICH SUDS loosen dirt without injuring colors. Bob's slacks are snowy. Florence's stripes are bright and clear after many Chipso washings.



COLORS LIKE NEW THE SECOND SEASON

"Patience and Ann are wearing last summer's dresses," says Mrs. Arthur Middleton. "Chipso has actually helped me through the depression. It makes our washing easy for me to do myself and it is perfectly safe for everything."



No long hot hours
over the washtub
for these mothers who use Chipso!



"DIRT COMES OUT FAST— COLORS STAY IN"

"It's actually kind of fun to slosh a big wash clean in billowy deep Chipso suds! Dirt slips out so quickly I never have a bit of hard rubbing to do. The clothes look gorgeous. They smell clean. And colors stand up season after season. Nancy's dress and JoAnn's have been washed and washed—even blue is safe with Chipso. The cloth in David's suit is firm and strong—not rubbed thin. And my white suit is WHITE—no dull, half-clean colors with Chipso!"

Mrs. Rae Bryant



"CHIPSO GETS GRIMED IN DIRT, yet it's just as safe for my bouclé suit as it is for the boys' cotton shorts," says Mrs. S. J. Oechsle. "Bob and Jack have worn these suits TWO SUMMERS. The colors haven't faded at all."



CHIPSO makes clothes
wear longer



A BOON TO HANDS THAT WASH DISHES. "Chipso suds are dandy to dissolve grease, but don't roughen my hands," Mrs. Middleton says. "And I save money on Chipso because it goes so far."